

Home Furnishings Calendar 1951

JANUARY

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HOME FURNISHINGS CALENDAR

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 * KEY: AP - Advertising and Publicity; B - Building; E - Equipment; F - Food;
 * G - Gardens; HF - Home Furnishings; M - Miscellaneous.
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DATE	WHAT'S GOING ON	GIVEN BY	WHERE
Thursday Nov. 29 Just out	NEW SERVICE HF. This concern, which specializes in Biedermeier furniture, imported from Vienna, is offering a new service to decorators and their clients. If slipcovers are ordered at the same time as the upholstered pieces for which they are intended a saving of up to 50% may be obtained. Contact: Irwin Schwartz, president, PL. 9-4686.	BARCLAY SQUARE	227 EAST 56TH ST.
Thursday Nov. 29 Just open	MODEL ROOMS HF. A group of model rooms called "Christmas - Country Style" has just been opened in the Country Shop on the 7th Floor. There are six: a living room, dining room, master bedroom, kitchen, boy's room and a girl's room. Publicity: Lois Garrett and Jeanne O'Brien, MU. 9-7000.	B. ALTMAN & CO.	34TH ST. & 5TH AVE.
Thursday Nov. 29 Just out	NEW ITALIAN HANDPRINT HF. A new Italian hand-printed fabric called "Comedia" captures the spirit of the theatre. Stage set, cast and audience are portrayed on 50" cotton available in four colors, green, blue, honey or pink. It is available through decorators at the Hambro House of Design. Publicity: Regina Anne Kelly, John Moynahan & Assoc., MU. 7-2545.	HAMBRO HOUSE OF DESIGN	17 EAST 54TH STREET
Thursday Nov. 29	HF. SIXTH ANNUAL MEETING UPHOLSTERY & DRAPERY FABRIC MFRS. ASSN. WALDORF-ASTORIA, N.Y.C., CONTACT: JAMES L. FRI, 500 FIFTH AVENUE, NEW YORK 18,		
Nov. 29- Nov. 30	M. FINANCE CONFERENCE, A.M.A., WALDORF-ASTORIA, NEW YORK, NEW YORK. CONTACT: J.O. RICE, 330 WEST 42ND STREET, NEW YORK, N.Y.		
Thursday Nov. 29- Nov. 30	"ORLON" ACRYLIC FIBER PRESS PREVIEW HF. Demonstrations and fashion show on present and coming developments in home furnishings and fashions featuring "Orlon", a new Du Pont textile fiber, will be held on these days. For press groups at specified hours, by invitation only. Thursday, Nov. 29, four groups, for programs beginning at 10:45 A.M. and at 12:15 P.M., each followed by buffet luncheon; and at 2:45 P.M. and 4:00 P.M., each followed by cocktails. On Friday, Nov. 30, two luncheon groups only, for programs beginning at 10:45 A.M. and at 12:15 P.M. Contact: Blanche Gaillard, LO. 3-6400, Ext. 308.	DU PONT COMPANY	SHERRY'S, 300 PARK 2ND FLOOR BALLROOM

WEEK BEGINNING MONDAY, DECEMBER 3, 1951

Dec. 3- HF. HERSHEY ANTIQUES EXPOSITION, HERSHEY, PENNSYLVANIA.
 Dec. 5 CONTACT: MRS. MABEL I. RENNER, 483 W. MARKET STREET, YORK, PENNSYLVANIA.
 Dec. 3-7 NEW YORK CURTAIN & DRAPERY CLUB MARKET WEEK, SHOWROOMS, NEW YORK, N.Y.

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Tuesday Dec. 4 9:00 A.M. 11:00 A.M.	PRESS BREAKFAST <u>HF.</u> A press breakfast to mark the opening of the new Heifetz showrooms at the above address will be held on this date. New designs by Yasha Heifetz in occasional tables, lamps and decorative accessories will be presented at this time. Publicity: Hilda Kassell, PL. 9-2917.	HEIFETZ COMPANY	16 EAST 53RD STREET
Tuesday Dec. 4	<u>HF.</u> REGULAR MEETING, UPHOLSTERED FURN. MFRS. ASSN., HOTEL McALPIN CONTACT: IRVING KASS, TOLLIERIS, KASS & TOLLIERIS, MU. 3-4247.		
Wednesday Dec. 5 3:00 P.M.- 6:00 P.M.	TRADE COCKTAIL PARTY <u>HF.</u> A cocktail party for the trade will be held in the new Heifetz showrooms which will open Dec. 4 at the above address. New designs by Yasha Heifetz in occasional tables, lamps and decorative accessories will be presented. Publicity: Hilda Kassell, PL. 9-2917.	HEIFETZ COMPANY	16 EAST 53RD STREET
Friday Dec. 7 9:30 A.M.	PRESS BREAKFAST <u>HF.</u> The press will be invited to attend a breakfast to celebrate the formal opening of the "House on 58th Street," new showrooms and headquarters for Kenmore Carpets. Highlights of the opening will be a carpet exhibit featuring new and exclusive lines from Joseph Blumfield of Hollywood, Calif., Majestic Harmony of Puerto Rico and Imperial Pagodo and Cranleigh lines; and the introduction of a "Colorvision Room" created by Harry E. Schacter, president of Kenmore and noted color authority. In this room decorators and their clients will be offered the most complete and definitive solution to the problems of color matching. Trays containing thousands of variations of colors in tiny wool tufts will be available to assist in matching drapery, upholstery or carpets, while an equal number of two inch square paper chips covering an entire wall will guarantee true wallpaper or paint matches. Publicity: Carson-Ruff Associates, MU. 2-2055.	KENMORE CARPETS	208 EAST 58TH ST.

WEEK BEGINNING MONDAY, DECEMBER 10, 1951

Monday Dec. 10- Dec. 14 4:00 P.M.- 7:00 P.M.	OPEN HOUSE FOR DECORATORS <u>HF.</u> During this week a daily cocktail party for decorators will be held to celebrate the formal opening of the new showrooms and headquarters of Kenmore Carpets. Highlights of the opening will be a carpet exhibit and the introduction of a "Colorvision Room" created by Harry E. Schacter, president of Kenmore and noted color authority. Publicity: Carson-Ruff Associates, MU. 2-2055.	KENMORE CARPETS	208 EAST 58TH STREET
Dec. 11-12	<u>HF.</u> ANNUAL MEETING UNITED STATES POTTERS ASSN., HOTEL ASTOR, NEW YORK, N.Y.		
Thursday Dec. 13 4:00 P.M.- 7:00 P.M.	GLÖGG PARTY <u>HF.</u> Greta Von Nessen, lamp designer, will give a pre-Christmas glögg party on this date by invitation only. Contact: Alfred J. Siesel, Harold J. Siesel Company, 424 Madison Ave., PL. 3-3790.	GRETA VON NESSEN	50 WEST 9TH STREET
Dec. 13- Dec. 14	<u>HF.</u> FILM, SHEETING AND COATED FABRICS DIV. CONFERENCE, SOC. OF THE PLASTICS IND., COMMODORE, NEW YORK. CONTACT: LANGDON P. WILLIAMS, MU. 7-2675.		

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Saturday Dec. 15 8:00 P.M.	CHRISTMAS PARTY M. This organization's annual Christmas Party for the benefit of the Salvation Army Home for Working Women will be held on this date. Members are asked to donate gifts, help wrap them, help decorate the room. Contact: Elsie W. Wilson, Personnel Associates, 30 Rockefeller Plaza, Room 1830, New York 20, N.Y.	ADV. WOMEN OF N.Y.	297 TENTH AVENUE

ADVANCE DATES AND NOTICES

Tuesday Dec. 18 4:00 P.M.- 7:00 P.M. Cocktails	PRESS PREVIEW HF. A new line of modern American china called "Hallcraft", designed by Eva Ziesel for the Hall China Co. will be shown to the press at this time which also marks the official opening of the new Midhurst showroom, designed by Eva Zeisel. By invitation only. Contact: Mrs. Kathryn Dorflinger, AL. 4-0442.	MIDHURST CHINA CO.	129 FIFTH AVENUE
Thursday Dec. 20	CHRISTMAS PARTY AP. If your firm or your clients make a product which you want publicized you should communicate with this club. At their Christmas party each of 750 guests who are leaders in the business, civic and cultural life of New Jersey will receive a gift package; there will also be table prizes and door prizes. For gift packages 6½ gross of each item are desired but 1 gross is acceptable; for table prizes 7½ dozen items are needed but 4 dozen is acceptable; (minimum retail value \$2.50); for door prizes items should have minimum retail value of \$10. Grand prize is a fully-paid 10 day trip to Switzerland via Swissair. Contact: Mr. Harold Friedman, Advertising Club of New Jersey, Room 1603, Military Park Bldg., 60 Park Place, Newark, N.J.	ADV. CLUB OF N.J.	NEWARK, N.J.
Dec. 25	CHRISTMAS (Tuesday).		
Jan. 1	NEW YEAR'S DAY (Tuesday).		
Jan. 3- Jan. 11	HF. TRADE SHOW, ASSOC. GLASS & POTTERY MFRS., WILLIAM PENN HOTEL, PITTSBURGH, PA., CONTACT: J.M. HAMMER, KNOX, PENNSYLVANIA.		
Friday Jan. 4	PRESS PREVIEW HF. A preview for the press will be held on this date to mark the opening of the Hargri Studios, Mr. Eugene Negri in charge, where Lehigh Furniture will be on exhibition. Isabel Scott's fabrics will be shown there too and will be used to cover some of the furniture. Publicity: Gladys Litt, Lehigh Furniture Corp., SA. 2-2873.	HARGRI STUDIOS	MDSE. MART, CHICAGO
Jan. 6-11	HF. CHICAGO CURTAIN, DRAPERY, DOMESTICS, LINEN SHOW, STEVENS, CHICAGO, ILL.		
Jan. 6- Jan. 11	HF. NEW YORK CURTAIN & DRAPERY SHOW & NATL. DOMESTICS & LINEN SHOW, HOTEL NEW YORKER, N.Y.C., CONTACT: MRS. G.R. WATERS, NATL. EXHB., LANSDALE, PA.		
Jan. 7- Jan. 10	HF. ANNUAL MFRS. EXHIBIT, NATL. RET. DRY GOODS ASSN., STATLER, NEW YORK CONTACT: M.H. LANDAU, 100 WEST 31ST STREET, NEW YORK, N.Y.		
Jan. 7- Jan. 18	HF. WINTER HOME FURNISHINGS MARKET, MDSE. MART AND AM. FURN. MART, CHICAGO, ILL. CONTACT: NEWS BUR., MDSE. MART: L.H. WHITING, AM. FURN. MART.		

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Jan. 7- Jan. 18	<u>HF.</u> WINTER FURNITURE MARKET, GRAND RAPIDS, MICHIGAN. CONTACT: C.F. CAMPBELL, 427 E. FULTON ST., GRAND RAPIDS 3, MICHIGAN.		
Jan. 7- Jan. 18	<u>HF.</u> CHICAGO DRAPERY MARKET, MERCHANDISE MART, CHICAGO 54, ILLINOIS. CONTACT: NEWS BUREAU, MERCHANDISE MART, CHICAGO 54, ILLINOIS.		
Jan. 7- Jan. 23	<u>HF.</u> WEST ONTARIO FURNITURE SHOW, INDIVIDUAL FACTORIES, KITCHENER AND SURROUNDING TOWNS, ONT. CONTACT: GEORGE JACOB, KITCHENER, ONTARIO, CANADA.		
Jan. 12- Jan. 21	<u>B.</u> TOLEDO HOME BUILDERS & INDUSTRIES EXPOSITION, TOLEDO, OHIO. CONTACT: PAUL SPOR, OHIO BUILDING, TOLEDO, OHIO.		
Jan. 13- Jan. 16	<u>M.</u> NATL. ASSN. OF VARIETY STORES SHOW, DALLAS, TEXAS. CONTACT: MARVIN E. SMITH, 1416 MERCHANDISE MART, CHICAGO 54, ILLINOIS.		
Sunday Jan. 13- Jan. 18	NEW YORK LAMP SHOW <u>HF.</u> The 31st semi-annual New York lamp show will occupy seven floors of the New Yorker where there will be more than 300 exhibits displaying over 400 lines of leading lamp manufacturers. Hours: Sunday, 1 to 7 P.M.; Monday through Thursday, 9 A.M. to 7 P.M.; Friday, 9 A.M. to 3 P.M. Contact: George F. Little and Robert Carman, George F. Little Management, 220 Fifth Avenue, New York 1, N.Y., MU. 9-7147.	GEORGE F. LITTLE MNGMT.	HOTEL NEW YORKER
Jan. 14- Jan. 17	<u>M.</u> AMERICAN MANAGEMENT ASSN. MEETING, BILTMORE HOTEL, NEW YORK, N.Y. CONTACT: J.O. RICE, 330 WEST 42ND STREET, NEW YORK 18, N.Y.		
Tuesday Jan. 15	NEW MAGAZINE <u>B.</u> A new magazine called "House and Home" devoted to all those who plan, build, buy, sell or finance houses will be on the newsstands at about this time. It is planned primarily for building professionals but a very limited number of non-professional subscriptions is also available. Contact: P.I. Prentice, JU. 6-1212.	TIME, INCORPORATED	TIME & LIFE BLDG.
Tuesday Jan. 15 Just out	NEW HOUSING MAGAZINE <u>B:HF.</u> A new magazine for professionals which will deal entirely with houses will be available on or about this date. It is to be known as "Houses." While primarily intended for professionals, non-professionals may subscribe at an increased rate. Contact: Architectural Forum, JU. 6-1212.	ARCHITECTURAL FORUM	CHICAGO, ILLINOIS
Jan. 17- Jan. 24	<u>E.</u> NATIONAL HOUSEWARES AND HOME APPLIANCE EXHIBIT, NAVY PIER, CHICAGO, ILL. CONTACT: A.W. BUDDENBERG, 1140 MERCHANDISE MART, CHICAGO 54, ILLINOIS.		
Jan. 20- Jan. 24	<u>B.</u> NATL. ASSN. OF HOME BUILDERS SHOW, CONGRESS & STEVENS HOTELS, CHICAGO, ILLINOIS. CONTACT: PAUL S. VAN AUKEN, 111 W. JACKSON BLVD., CHICAGO 4, ILL.		
Jan. 20- Jan. 25	<u>HF.</u> CALIFORNIA GIFT SHOW, LOS ANGELES, CALIFORNIA. CONTACT: WOODY C. KLINGBORG, 1151 S. BROADWAY, LOS ANGELES, CALIFORNIA.		
Jan. 21- Jan. 25	<u>HF.</u> ARMORY FURNITURE SHOW, 71ST REGIMENT ARMORY, NEW YORK, N.Y. CONTACT: WILLIAM S. ORKIN, 8 WEST 40TH STREET, NEW YORK 18, N.Y.		

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Jan. 21- Jan. 26	<u>HF.</u> NEW YORK FURNITURE MARKET, NEW YORK FURN. EXCH., 206 LEXINGTON AVE. CONTACT: LOU SCHNEIDER, MU. 5-1160.		
Jan. 21- Jan. 26	<u>HF.</u> NEW YORK CARPET MARKET, INDIVIDUAL SHOWROOMS, NEW YORK, N.Y. CONTACT: MELVA CHESROWN, FRED ELDEAN ORGANIZATION, EL. 5-7651.		
Jan. 21- Feb. 2	<u>HF.</u> HIGH POINT WINTER FURNITURE MARKET, EXPOSITION BLDG., HIGH POINT, N.C. CONTACT: PAUL CASEY, MGR., SOUTHERN FURN. EXPOSITION BLDG., HIGH POINT.		
Jan. 23- Feb. 15	<u>HF.</u> EXHIBITION CALIF. CRAFTS, WALKER ART CENTER, MINNEAPOLIS, MINN. CONTACT: WALKER ART CENTER, MINNEAPOLIS, MINNESOTA		
Jan. 23- Jan. 27	<u>F.</u> MIAMI FOOD & BEVERAGE SHOW, MUNICIPAL AUDITORIUM, MIAMI, FLORIDA. CONTACT: E. J. SEIFRIT, 615 SW. 2ND AVENUE, MIAMI, FLORIDA.		
Thursday Jan. 24 9-11 A.M.	PRESS BREAKFAST <u>HF.</u> A breakfast for the press will be held to show Greeff's new line of fine decorator fabrics. Publicity: Hilda Kassell, PL. 9-2917.	GREEFF FABRICS, INC.	4 EAST 53RD STREET
Jan. 27- Jan. 30	<u>HF.</u> NEW YORK STATE GIFT & ART SHOW, HOTEL ONONDAGA, SYRACUSE, N.Y. CONTACT: RALPH S. WILDER, JR., 683 ATLANTIC AVENUE, BOSTON, MASSACHUSETTS.		
Jan. 27- Jan. 30	<u>HF.</u> HOME FURNISHINGS ACCESSORY SHOW, BILTMORE HOTEL, LOS ANGELES, CALIF. CONTACT: WOODY C. KLINGBORG, 1151 SOUTH BROADWAY, LOS ANGELES, CALIF.		
Jan. 27- Jan. 31	<u>M.</u> NATL. ASS'N. OF VARIETY STORES SHOW, CHICAGO, ILLINOIS. CONTACT: MARVIN E. SMITH, 1416 MERCHANDISE MART, CHICAGO 54, ILLINOIS.		
Jan. 28- Jan. 30	<u>HF.</u> NATL. COTTON COUNCIL OF AMERICA, ROOSEVELT HOTEL, NEW ORLEANS, LA. CONTACT: ERNEST STEWART, P.O. BOX 18, MEMPHIS, TENNESSEE.		
Jan. 28- Feb. 1	<u>HF.</u> LOS ANGELES FURNITURE MARKET, LOS ANGELES, CALIFORNIA. CONTACT: A. V. MacDONALD, 2155 EAST 7TH STREET, LOS ANGELES, CALIF.		
Jan. 28- Feb. 8	<u>HF.</u> CHICAGO SPRING MARKET, CHICAGO, ILLINOIS. CONTACT: JOHN T. PIRIE, JR., CHICAGO ASSN. OF COMM. & IND., CHICAGO, ILL.		
Wednesday Jan. 30 12:15 P.M.	CLOSED LUNCHEON <u>HF.</u> A closed luncheon for members only will be held on this date at the Hendrik Hudson Room. Contact: Josephine Brush, MU. 7-8122.	HOME FASHIONS LEAGUE	HOTEL ROOSEVELT
Sunday Feb. 3- Feb. 6	SPRING GIFT SHOW <u>HF.</u> As a special feature of this gift show a Window Trimming Clinic will be held on Tuesday morning at 10 A.M. in the Civic Auditorium where the Gift Show is being held. A variety store merchandise show will be held concurrently. Contact: Kay Leber, Show Manager, Western Merchandise Exhibitors Assn., 1355 Market St., San Francisco 3, Calif.	WESTERN MDSE. EXHIBITORS	SAN FRANCISCO, CAL.
Monday Feb. 4- Feb. 8	WINTER MARKET <u>HF.</u> Over 2700 lines will be shown at this market which covers the home goods field. Contact: Frank K. Runyan, 1355 Market Street, San Francisco 3, California.	WESTERN MERCHANDISE MART	SAN FRANCISCO, CAL.

DATE	WHAT'S GOING ON	GIVEN BY	WHERE
Feb. 4- Feb. 15	HF. CHICAGO GIFT SHOW, LASALLE HOTEL AND PALMER HOUSE, CHICAGO, ILLINOIS. CONTACT: EASTERN MFRS. & IMPORTERS, GEO. F. LITTLE, MAN. DIR., MU.9-7147.		
Feb. 4- Feb. 16	HF. MERCHANDISE MART GIFT SHOW, CHINA, GLASSWARE & POTTERY MARKET, MER- CHANDISE MART, CHICAGO, ILL. CONTACT: ROBERT B. JOHNSON, MDSE. MART.		

MUSEUM, GALLERY AND GARDEN NEWS

Friday Nov. 30- Jan. 12	EXHIBIT OF LACQUER HF. An exhibit of more than 200 pieces of lacquered objects from China, Japan, France, Mexico, Peru and Russia will include furniture, screens, boxes, bowls and dishes. Advance photographs in color or black and white may be made on or after November 13. Contact: Everett P. Lesley, Jr., AL. 4-6300.	COOPER UNION	COOPER SQUARE
Sunday Dec. 2 8:30 P.M.- 11:00 P.M.	EXHIBITION OF PAINTINGS M. An exhibition of paintings in the American Tradition, 1800 to 1900, drawn from the Permanent Collection of the Academy and supplemented by loans from museums and private sources will be held. Contact: Vernon C. Porter, EN. 9-4880.	NATL. ACADEMY OF DES.	1083 FIFTH AVENUE
Tuesday Dec. 4 8:30 P.M.	DESIGN DISCUSSION HF. As part of its "Good Design for 1951" exhibit which opened on Nov. 28, there will be a discussion in the Museum Auditorium on "How Good is Good Design?" The experts to consider consumer problems are: Christine Holbrook, editor, Better Living; Lasette van Houten, Fashion editor, Retailing; Eva Zeisel, ceramics designer and teacher; Paul McCobb, furniture designer; Russel Wright, designer of home furnishings; Moderator: Edgar Kaufmann, Jr., Director of the Museum's Good Design project. Admission: members, \$1.50; others, \$2. Publicity: Betty Chamberlain, CI. 5-8900.	MUSEUM OF MODERN ART	11 WEST 53RD STREET
Dec. 7- Jan. 9	HF. NEW HAMPSHIRE CRAFTS, MEMORIAL ART GALLERY, ROCHESTER, N.Y. CONTACT: MEMORIAL ART GALLERY, ROCHESTER, N.Y.		
Dec. 9- Dec. 22	HF. VIRGINIA STATE CRAFT SALE AND EXHIBITION, MUSEUM OF ARTS AND SCIENCES, NORFOLK, VA. CONTACT: MUSEUM OF ARTS & SCIENCES, NORFOLK, VIRGINIA.		

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HOME FURNISHINGS CALENDAR covers all aspects of the home; building and housing; furnishings and decorating; gardening and horticulture; food and major appliances.

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One of our important functions is to clear dates so that conflicts will not arise. Check with us as to available times before scheduling your next affair.

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Events are listed without charge in the CALENDAR for approximately six weeks in advance. Let us have your listing as early as possible so that we may help you to avoid conflicts in dates and give you increasingly better service. New events, last minute changes and revisions are added each week as scheduled.

Home Furnishings Calendar

Room 519, 9 East 46th Street, New York 17, N. Y. Plaza 9-2917

Emma Aubert Cole, Managing Editor
Zelda K. Schiller, Circulation Manager
Hilda Kassell, Promotion Director

Alice Kline, Food Editor

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